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From the Editor

This month's issue of the Rural BEAR Newsletter is entirely focused on Senator Tom Hatch's Senate Bill 50 that creates a process for creating an annual rural action agenda targeting new tools to help local rural leaders develop their community's economy, plan for their community's future, and develop a new cadre of rural leaders. The legislation creates several new boards and committees to help develop this agenda, but the key element will be motivating rural Utahans to become involved and take "ownership" for the initiatives developed through this process. However, before we talk about the legislation itself, let's talk about these rural surveys you are likely hearing about from several sources.

The Rural Surveys

The challenge this year is pulling together a rural action agenda that can be presented to the Governor, the Governor-elect, and the Utah State Legislature late this year. Such an agenda must be based on input from rural citizens and it's hard to get such input in a short time frame. For this reason, your ideas are being solicited through a series of surveys available online at <http://utahreach.org/wingspan/surveys>. We understand that not all of you use the Internet, but given a small staff and limited period of time, this was about the only option. However, if anyone wants to participate in the surveys, but doesn't have access to the Internet, they can visit the local offices of Utah State University Extension or their local Utah Department of Workforce Service Employment Center. Individuals with disabilities can also visit their local Utah State Office of Rehabilitation.

When you visit the website, there will be two kinds of surveys. One survey is entitled "Establishing a Rural Benchmark". This is a multiple choice survey that will measure what general economic development strategies make the most sense in rural Utah and how well these strategies are currently being met. The rest of the surveys simply ask for your ideas about how to enhance rural Utah's economy in areas like tourism, agribusiness, entrepreneurship, worker training, and corporate recruiting and technology development. Some folks think they have to answer each of these surveys. That's not necessary. However, if you have an idea in one of the categories, we encourage you to tell us about it.

A Sneak Peek at the Results to Whet Your Whistle

The results of the surveys will be released at the Utah Rural Summit in Cedar City on August 11-13. However, though surveys are still coming in every day, we would like to give you a little of the flavor of the surveys.

First, lots of rural folk are submitting surveys. As of July 1st, 225 surveys had been submitted. We are thrilled that 41% of the surveys are from folks involved in a private business. In addition, 15% of the surveys are from commissions, or special encouraging that every local elected official, planning service districts. It's also rural region is well represented with no region comprising less than 15% of the respondents and no region making up more than 20% of the responses.

Although we will save the Summit, there are a few share. There seems to be added tourism such as advertising sites you see traditional production tourism has much more support than developing value-added uses for those products. Another VERY interesting trend is that about half the respondents don't have a good understanding of what their local economic development offices are doing and rural resource providers in general seem to be ineffective in marketing their resources.

We are also receiving an amazing number of top-notch ideas. For example, in the area of Rural Entrepreneurship, 190 ideas have been submitted. These ideas will be condensed into a single list that will be submitted to those who participated in the survey for prioritization on July 15th.

Remember that the results of the surveys will be presented at the Rural Summit so please visit <http://utahreach.org/wingspan/surveys> this week so your input can be included in the information presented at the Rural Summit.

...So What Will Happen After the Surveys are Submitted?

The surveys really just set the table for discussions that will occur at the Rural Summit and in regional meetings this fall. On the last day of the Rural Summit, there will be focus groups in the various categories of rural economic development strategies. The purpose of the focus groups will be to see if the



**Lieutenant
Governor Gayle
McKeachnie**

"The future of rural Utah lies in rural Utahans finding solutions to rural problems".



survey priorities are consistent with those of the Summit attendees and to identify initiatives where there is the greatest potential for a quick success. The regional meetings will be similar in nature and designed to make sure that those who were not able to attend the Rural Summit have a voice in the process. After all the input has been received, the Governor's Rural Partnership Board will put together an action agenda comprised of a small number of initiatives they feel are achievable over the next year. Rural Utahans will then be given an opportunity to submit an Internet "ballot". If there is not a strong rural consensus on any item on the agenda, that item will not be pursued. Those items that are supported will be presented to the Governor, the Governor-elect and the Utah State Legislature. If there is need for support on an agenda item, those who participated in the vote will be contacted by email and asked to lend their support.

Rural Resource of the Month:

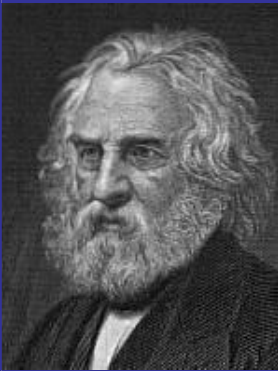
Center for the Study of Rural America

When you visit <http://utahreach.org/wingspan/surveys>, you will notice that there are supplemental readings recommended for each of the surveys. Most of the readings are from a publication called "The Main Street Economist" and are the work of the Center for the Study of Rural America. This organization is affiliated with the Federal Reserve Bank of Kansas City and is a think tank that researches best practices in rural development throughout America. The purpose of asking that you read the articles is to provide you with a third party perspective of issues impacting rural communities in America and how those issues are being addressed. All too often, we are so tied up with putting out the fires around us that we don't take the time to back up and look at the forces impacting our communities. These readings will, hopefully, help you put rural Utah's economy in perspective before you complete each survey. We encourage you to visit <http://www.kc.frb.org/RuralCenter/RuralMain.htm> where a full library of the Center's work is available electronically.



And Now the Details of SB50

Senate Bill 50 was introduced by Senator Tom Hatch to encourage the many rural service providers to work together more closely, to provide a way for rural Utahans to present their needs, and to facilitate the development of new rural economic development, planning, and leadership tools. The legislation creates several new entities which, if looked at separately, can be a little confusing. However, when you see how they relate, we hope you will see their value.



*Henry Wadsworth
Longfellow*

Look not
mournfully into the
past. It comes not
back again. Wisely
improve the
present. It is thine.
Go forth to meet
the shadowy
future, without fear.

Office of Rural Development

Ed Meyer
Director
(801) 538-8781

Les Prall
Utah Smart Sites
(801) 538-8804

Bim Oliver
Main Street Program
(801) 538-8638

Richard Leyba
B2B/Rural BEAR
(801) 538-8651

Other DBED Staff With Rural Duties

Carey Wold
PTAC Rural 8(a) Specialist
(801) 538-8858

Jonnie Wilkinson
Enterprise Zones
(801) 538-8782

Also On Our Team

Utah Center for Rural Life
(435) 586-5418

Utah Rural Development Council
(435) 586-7852

Logan SBDC
(435) 797-2277

Uintah Basin SBDC/PTAC
(435) 789-6100
(435) 722-2294

Price SBDC/PTAC
(435) 637-5032 Ext. 408

Moab SBDC
(435) 259-3622

San Juan County SBDC
(435) 678-2201 Ext. 102

Dixie Alliance SBDC/PTAC
(435) 652-7741
(435) 652-7751

Cedar City SBDC/PTAC
(435) 586-5400

6 County AOG PTAC
(435) 896-9222

Bear River AOG PTAC
(435) 752-7242

The Governor's Rural Partnership Board

Senate Bill 50 creates a new advisory board to advise the Governor and the Utah State Legislature on issues impacting rural economic development, rural planning, and rural leadership development. This board will be co-chaired by Lt. Governor Gayle McKeachnie and Jeff Packer from Brigham City who is the Chairman of the Utah Rural Development Council. Also on the Board will be the Vice-President of Utah State University Extension and Continuing Education (or his designee), the President of Southern Utah University (or his designee), a rural board member from the Association of Counties, a rural board member from the Utah League of Cities and Towns, and five at-large representatives from rural Utah, one of whom must be a private business person. Other than the two co-chairs, members of the Board have not yet been announced. After extensive input from rural Utah, these individuals will develop the action agenda addressing rural economic development, planning, and leadership that will be presented to the Governor, the Governor-elect and the Utah State Legislature.

Rural Development Legislative Liaison Committee

Senate Bill 50 also creates a special committee of the Utah State Legislature that is tasked with receiving input regarding rural economic development, planning, and leadership. The Committee will be comprised of four State Senators and seven State Representatives. This is the body to which the Governor's Rural Partnership Board will present its action agenda and with which they will discuss appropriate involvement of the Utah State Legislature relative to items on this agenda. The Rural Legislative Liaison Committee will be co-chaired by Senator Tom Hatch and Representative Bud Bowman.



Senator Tom Hatch



Representative Bud Bowman

Office of Rural Development

Senate Bill 50 creates the first statutorily created office dedicated solely to rural issues. This office will be housed within the Utah Division of Business and Economic Development. Its responsibility will be to provide staff support to the

process created by Senate Bill 50. The Director of the Office of Rural Development is Ed Meyer. Also assigned to the Office are Les Prall, Richard Leyba, and Bim Oliver. The Director serves as the co-chair of the Rural Coordinating Committee.

Rural Coordinating Committee

Finally, Senate Bill 50 creates a committee of representatives from agencies dedicated to rural economic development and planning. The purpose of this committee is to determine the extent to which existing agency resources can address rural priorities identified by the Governor's Rural Partnership Board and research rural "best practices" the Board may want to consider in developing initiatives. The Committee has a steering committee comprised of the Director of the Office of Rural Development and representatives from the Utah Rural Development Council, the Utah Center for Rural Life, and Utah State University Extension Services and Continuing Education. These individuals are Ed Meyer, Scott Truman, Wes Curtis, and Steve Daniels. Also represented on the Coordinating Committee are representatives from the Department of Natural Resources, the Department of Agriculture and Food, the Department of Workforce Services, the Utah League of Cities and Towns, the Utah Association of Counties, the State Planning Coordinator, the State Board of Education, the State Board of Regents, and any other public or private agencies invited to participate. The bottom line is that the role of the Rural Coordinating Committee is to do the legwork to implement the desires of the Governor's Rural Partnership Board.



Kathleen Norris,
Author of Dakota: A
Spiritual Geography

***"Disconnecting from
change does not
recapture the past. It
loses the future."***

Rural Event of the Month:

The Utah Rural Summit: August 11th-13th **Southern Utah University, Cedar City**

We hope you have already marked your calendars and made reservations for this year's Utah Rural Summit. If you haven't made reservations for the conference and lodging, we encourage you to get busy. This year's Rural Summit is tied directly to the work underway to implement SB50. One of the keynote speakers will be Mark Drabenstott, the Vice-President and Director of the Center for the Study of Rural America. In addition, most of the last day of the Summit will be devoted to presenting the results of the surveys discussed in this edition of the Newsletter and conducting focus groups to receive your input. A highlight will be a discussion with both the gubernatorial candidates about their perspectives on developing rural Utah. You can register online for the Utah Rural Summit at <https://utahreach.org/urs/index.cfm?fuse=AddReg>.

We're on the Web!

<http://dced.utah.gov>



**Utah Rural
Summit**

